

Station KTNV-TV LAS VEGAS, NV

Advertiser () .DCCC/HORSFORD

Product STEVEN HORSFORD/DCCC

Estimate# 2167

Buyer Jesse Demastrie

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 143/149/2167

Flight Dates 10/20/2012 - 10/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: STEVEN HORSFORD FOR CONGRESS & DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$30,730
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	6A-7A	AM NEWS	:30	\$600.00	10/22-10/22	2	1	2	\$1,200.00	
	2	M	7A-9A	GOOD MORNING AMERICA	:30	\$650.00	10/22-10/22	2	1	2	\$1,300.00	
	3	SA	7A-8A	SATURDAY G.M.A.	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	4	SU	8A-9A	SUNDAY AM NEWS	:30	\$325.00	10/21-10/21	1	1	1	\$325.00	
	5	M	10A-11A	THE VIEW	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	6	M	4P-5P	JUDGE JUDY	:30	\$450.00	10/22-10/22	2	1	2	\$900.00	
	7	M	5P-530P	5PM NEWS	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	8	M	6P-7P	6PM NEWS	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	9	M	730P-8P	MILLIONAIRE	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	10	SA	5P-830P	SATURDAY NIGHT FOOTBALL	:30	\$2,000.00	10/20-10/20	2	1	2	\$4,000.00	
	11	M	11P-1135P	LATE NEWS	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	

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	12	SU	11P-1135P	SUNDAY LATE NEWS	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
	13	M	430A-459A	EARLY AM NEWS	:30	\$75.00	10/22-10/22	1	1	1	\$75.00	
	14	M	5A-6A	5AM NEWS	:30	\$175.00	10/22-10/22	2	1	2	\$350.00	
	15	M	9A-10A	THE MORNING BLEND	:30	\$275.00	10/22-10/22	2	1	2	\$550.00	
	16	M	11A-12P	MIDDAY NEWS	:30	\$400.00	10/22-10/22	2	1	2	\$800.00	
	17	M	2P-3P	JEFF PROBST	:30	\$375.00	10/22-10/22	2	1	2	\$750.00	
	18	M	3P-330P	MILLIONAIRE	:30	\$275.00	10/22-10/22	1	1	1	\$275.00	
	19	M	330P-4P	AFTERNOON NEWS	:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
	20	M	7P-730P	ACCESS HOLLYWOOD	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	21	M	1135P-1205A	NIGHTLINE	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	22	M	1205A-105A	JIMMY KIMMEL	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	23	M	105A-205A	WE THE PEOPLE	:30	\$55.00	10/22-10/22	1	1	1	\$55.00	
	24	SA	5A-6A	SATURDAY EARLY AM NEWS	:30	\$250.00	10/20-10/20	2	1	2	\$500.00	
	25	SA	6A-7A	SATURDAY AM NEWS	:30	\$300.00	10/20-10/20	1	1	1	\$300.00	
	26	SA	830P-930P	SATURDAY NIGHT NEWS	:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
	27	SA	11P-1135P	SATURDAY LATE NEWS	:30	\$700.00	10/20-10/20	1	1	1	\$700.00	

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	28	SA	1135P-1235A	CASTLE	:30	\$225.00	10/20-10/20	2	1	2	\$450.00	
	29	SU	5A-6A	SUNDAY EARLY AM NEWS	:30	\$250.00	10/21-10/21	2	1	2	\$500.00	
	30	SU	6A-7A	SUNDAY AM NEWS	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
	31	M	9P-10P	POST-PRESIDENTIAL DEBATE NEWS	:30	\$4,000.00	10/22-10/22	1	1	1	\$4,000.00	
	32	M	730P-8P	PRE-PRESIDENTIAL DEBATE NEWS	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00	

---REPORT TOTALS---

Report Totals: 43 / \$30,730.00

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$30,730.00

Sales Totals: 43 / \$30,730.00

Station Totals: 43 / \$30,730.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$128,042	KBLR	0%	KLAS	23%	KSNV	19%	KTNV	24%	KTUD	0%
		KVCW	3%	KVMY	8%	KVVU	23%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12

Demos RA35+

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Estimate#	2167	Agency C/P1/P2/E	143/149/2167	Salesperson Phone#	215-567-6005
Buyer	Jesse Demastrie	Flight Dates	10/20/2012 - 10/22/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE